



**CITY OF HAYWARD LIBRARY COMMISSION**  
Hayward Public Library  
Administrative Office  
835 C Street, Hayward

**A G E N D A**

**Monday**  
**February 28, 2005 - 7 PM**  
**Library Commission Meeting**

1. *Call to Order*
2. *Pledge of Allegiance*
3. *Roll Call*
4. *Minutes of Meeting of January 24, 2005 and  
Minutes of Special Meeting of February 14, 2005*
5. *Public Comment*  
The Library Commission welcomes public input. The first part of Library Commission Meetings is devoted to hearing comments from the public regarding general Commission business. Public Comment on specific agenda items may also be offered during the public input period. However, because of the Brown Act, the Commission cannot discuss or vote on any item raised by the public or any of its own members unless the item appears on the posted agenda. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.)
6. *Friends of the Hayward Public Library Report*  
This time is provided for the Library Commission Liaison of the Board of the Friends to report on the activities of that group.
7. *BALIS/System Advisory Board (SAB) Report.*  
This time is provided for a report from the Bay Area Library and Information System SAB representative.
8. *Old Business*

The Library Commission will discuss plans to attend the Mid Year Budget Hearing and develop a message to share with the City Council.

**9. *Library Director's Report***

Report on the status of library activities and statistics including the areas of Administrative Services, Adult Services, Youth Services, Library Operations and the Literacy Program.

**10. *Library Commission Report***

This time is provided for Commissioners to share information on Library activities in which they have been engaged or in which they will participate.

**11. *City Council Liaison Report***

This time is provided for the City Council Liaison to share information on City matters that are of pertinence to the Library Commission.

**12. *Agenda Building***

This time is provided for Commissioners to request items to be listed specifically on the Library Commission Agenda for coming months.

**13. *Meeting Evaluation***

This time is provided for Commission feedback regarding the meeting - noting procedures that were productive, identifying methods that could be adopted to improve effectiveness.

**14. *Adjournment***



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Doug Moon at 510/881-7954 or by calling the TDD line for those with speech and hearing disabilities at 510/293-1590.

CITY OF HAYWARD  
Minutes of the Library Commission Meeting  
January 24, 2005 - 7 PM

Administrative Office  
Hayward Public Library  
835 C Street, Hayward

1. **Call to Order**

The meeting of the Hayward Library Commission was called to order by Commission Chair Linda Bennett at 7:03 PM.

2. **Pledge of Allegiance**

Commissioners recited the Pledge of Allegiance.

|                      | Present<br>This Meeting | Present<br>To Date | Absent to Date<br>This F/Y |
|----------------------|-------------------------|--------------------|----------------------------|
| 3. <b>Attendance</b> |                         |                    |                            |
| Linda Bennett        | X                       | 5                  | 0                          |
| Lisa Brunner         | X                       | 5                  | 0                          |
| William Burnside     | 0                       | 3                  | 2                          |
| Jessica Fields       | X                       | 4                  | 1                          |
| Elsa Glines          | X                       | 5                  | 0                          |
| Judy Harrison        | X                       | 3                  | 0                          |
| Helen Wu             | X                       | 5                  | 0                          |

City Council Liaison: City Council Member Bill Quirk  
Staff: Doug Moon, Acting Library Director  
Linda Atwater, Administrative Secretary

4. **Minutes of the Meeting of December 20, 2004**

**Board Action:** It was moved and seconded (Wu/Glines) to approve the minutes of the meeting of December 20, 2004 as submitted. Motion unanimously carried.

5. **Public Comment.** No public comments were offered.

6. **Friends of the Library Report.** Commissioner Harrison provided the Friends of the Library Report. At their last Board meeting, the Friends heard a presentation from a representative from CALIFA, on the services that are offered by B-Logistics. This company receives books from libraries and sells them via the Internet, retaining a percentage of the sales amount. The Friends are continuing to explore this service as a possibility for the books which remain following their book sales. The Friends' next Big Book Sale is scheduled for April 29-30, 2005.

7. **New Business**

a. **Library Director Recruitment.** (This item was deferred, pending the anticipated arrival of the City Manager at 8:15 PM.)

- b. **Mid Year Budget Hearing.** Council Member Quirk serves on the City Council Budget Committee, a subcommittee of the City Council. That committee will be meeting on February 8, 2005, and will receive a budget news message at that time. It is known that this will be another tight budget year for the City. The City Manager will make a presentation to the full City Council, and the City Council will respond to all of the information that has been provided to them at the Mid Year Budget Review. The Mid Year Budget Hearing will probably be scheduled at the end of February or beginning of March.

Commissioners recalled that the Library Commission has historically addressed the City Council at the Mid Year Budget Hearing. Commissioners discussed a statement for the Library Commission Chair to read to the City Council.

8. **Library Director's Report.** The Acting Library Director highlighted several of the reports as contained in the Library Department Monthly Activity Report. A focus of activity has been on the installation and plans for implementation of the public computer reservation software. This program was purchased from a company called Telus, and allows customers to reserve time to use the computers that provide access to the Internet.

Information on the upcoming CALTAC workshop was included in the Library Commission Agenda packet. "Come Blow Your Horn," Library Success Stories, is scheduled at the Dublin Public Library on March 5, 2005. The California State Librarian, Susan Hildreth, will be the keynote speaker. The workshop will focus on:

Collaborations - partnerships, alliances and joint ventures with other entities in the community;

Connections - with media, government, schools, associations and others in the community that help boost the library's success; and

Cash/Fund Raising - capital campaigns, bond acts, and other fund raising ideas.

Commissioners Bennett, Brunner, and Wu will attend the CALTAC workshop and staff will handle the registration.

The annual Library Day in the District, sponsored by the California Library Association and the California School Library Association, will be held on Friday, January 28 and Friday, February 4, 2005. Appointments can be made on either day. Day in the District is an opportunity for Commissioners to visit the state legislators and congressional representatives in their legislative district offices. It provides a wonderful opportunity to establish a dialogue with legislators and their staff and to highlight the services that are important to residents in the area. The Acting Library Director will coordinate attendance for Commissioners who are interested in participating. Commissioners Bennett, Glines, and Harrison expressed interest in meeting with Assemblyman Johan Klehs on February 4, 2005 in his office.

Library Legislative Day in Sacramento, is scheduled for April 20, 2005. Staff will coordinate registration and transportation for Commissioners interested in attending.

Retired Library Director, Marilyn Baker-Madsen, has made contact with Dawn Merkes of Group IV Architecture. Ms. Merkes will attend the March meeting of the Library Commission and explain the process for developing a Master Facilities Plan for the Library. Ms. Merkes was the principle architect on the Santa Clara Public Library building project and has agreed to serve as the tour guide when the Library Commission visits that building.

In a Legislative Bulletin from Library lobbyists Mike and Christina Dillon, it was learned that Governor Schwarzenegger has proposed only a modest reduction to the Public Library Foundation of \$2.2 million, leaving \$12.1 million in the fund. There had been concern that the PLF was going to be eliminated, therefore, this was good news to receive.

A thank you card from retired Library Director Marilyn Baker-Madsen was read to the Commission.

9. **Library Commission Report.** Commissioner Harrison commented on a news report she heard on the construction of a new branch of the San Jose Public Library system. Commissioner Glines commented on an Internet article she read on the Seattle Public Library, an extraordinary looking building that, according to the article, was also functional.

At this time, the Acting Library Director received a telephone call from the City Manager, who was still in another meeting and would be unable to attend the Library Commission meeting this evening. Another time will be scheduled.

10. **City Council Liaison Report.** Council Member Quirk responded to questions that were raised by members of the Commission with regard to the status of the proposed Calpine project, continuing work on various downtown revitalization projects, and the City Budget.
11. **Agenda Building.** The Commission recapped the items scheduled for future Library Commission agendas. The City Council's Mid Year Budget hearing will be scheduled in late February or early March, and the Library Commission will plan to attend. In March, Dawn Merkes, with Group IV Architects will provide a presentation on the development of a Master Facilities Plan. The April meeting will include a presentation of Adult Services. On a Saturday in April, the Commission will plan to tour the Santa Clara Public Library, preferably on April 23. The May meeting will include a presentation on Youth Services.
12. **Meeting Evaluation.** Commissioners offered favorable comments.
13. **Adjournment.** The meeting was adjourned at 8:20 PM.

CITY OF HAYWARD  
Minutes of the Special Meeting  
of the Hayward Library Commission

February 14, 2005 / 6:30 PM  
Administrative Office  
Hayward Public Library

1. **Call to Order**

The Special Meeting of the Hayward Library Commission was called to order by Commission Chair Linda Bennett at 6:36 PM.

2. **Pledge of Allegiance**

Commissioners recited the Pledge of Allegiance.

|                      | Present      | Present | Absent to Date |
|----------------------|--------------|---------|----------------|
| 3. <b>Attendance</b> | This Meeting | To Date | This F/Y       |
| Linda Bennett        | X            | 5       | 0              |
| Lisa Brunner         | X            | 5       | 0              |
| William Burnside     | X            | 4       | 1              |
| Jessica Fields       | X            | 4       | 1              |
| Elsa Glines          | X            | 5       | 0              |
| Judy Harrison        | X            | 2       | 1              |
| Helen Wu             | X            | 4       | 1              |

City Council Liaison: City Council Member Bill Quirk  
Staff: Doug Moon, Acting Library Director  
Linda Atwater, Administrative Secretary  
Guest: Jesús Armas, City Manager

4. **Public Comment.** No public comment was offered.

5. **New Business**

**Library Director Recruitment.** The Library Commission Chair, Linda Bennett, and Acting Library Director, Doug Moon, welcomed City Manager Jesús Armas to the meeting. The Library Commission was advised that in addition to the recruitment process for Library Director, there are several other Department Head vacancies in the City for which recruitment activity will be forthcoming. It was noted that the Director of Public Works will retire at the end of the fiscal year, and the Human Resources Director had retired at the end of the calendar year. Because of those major departments being in need of a new department head, the City plans to retain the services of an executive search firm. At this time, the City is soliciting proposals from such firms and a recommendation will be presented to the Council for an appropriation of funds.

Typically, recruitment for a department head takes between 3 to 6 months. The search firm will consult with the City to develop an understanding of the characteristics, qualities and attributes that are desired, and develop a recruitment brochure. The position will be advertised in all of the appropriate journals and internet sites for the profession. While applications will be invited from candidates across the country, the high cost of real estate in the Bay Area tends to be a major

concern for out-of-the-area applicants. Following a review of the application packets that are submitted, six to eight candidates will be invited to the oral interviews. Following the interviews, a narrowing down process will result in usually one or two people surfacing as the preferred candidates. The City Manager spoke of his experience in hiring department heads, including the referencing process that he conducts.

The Library Commission was advised that upon the hire of a search firm, the City Manager would like to reschedule an appointment with them, to enable Commissioners to share their expectations and views of what would be desirable in a candidate. When a department head position is being filled, the City Manager invites employees in the department to offer their comments as well.

Commissioner Glines asked if the same search firm would be used for the three department head recruitments. The City Manager responded that it would depend upon a review of the proposals that are submitted from the various firms. Commissioner Glines asked if there were particular search firms that specialized in libraries. Acting Library Director Doug Moon responded that the major search firms have specialists who handle library recruitments. The City Manager commented that the City would also look at the experience to see if the firm has conducted searches in this field.

Commissioner Burnside observed that the Hayward's recruitment might be affected by activity to fill a number of other Bay Area Library Director positions in the next three to four months. The City Manager commented that California cities are having difficulty attracting department head level individuals for a number of reasons. Often times, people that are at the level that are going to be good candidates are approaching 50. The retirement system has undergone changes in recent years where people are not as inclined to move. Those that have been in their home for a period of time may have concern with regard to property tax implications. Many senior level individuals come from a two income household, with two careers that have to be considered.

The City Manager acknowledged that Commissioner Burnside's observation may be an issue in the recruitment. In addition to the aforementioned considerations, people are uncertain as to the financial stability of cities and they are careful about making a career move. The City Manager commented that the other reality is that people are attracted to a position or a particular community for a number of reasons. While compensation is the key component, the type of organization, the environment, and the climate in the community are also important factors that are considered. Candidates will consider whether a community is favorably inclined to support library efforts and whether the political climate is relatively stable.

The minimum requirements for the position of Library Director were discussed. The experience requirement is eight years of increasingly responsible experience in professional public library administration and the education requirement is the possession of a Master of Library Science Degree from an accredited college or university. A discussion of the various skills, knowledge and abilities that were desired in a candidate ensued. City Council Member Quirk spoke of the positive manner in which retired Library Director, Marilyn Baker-Madsen, worked with the

Friends of the Library, the Literacy Plus Council, the Library Commission and other community groups. Library Commission Chair Bennett thought it would be important to ask the candidates how they saw their role with regard to the various volunteer groups. The City Manager offered comment on leadership styles.

The costs involved in contracting with an executive search firm (\$15,000 to \$20,000) were discussed. It was recognized that the cost, while a sizable amount, was small when contrasted against a hiring decision that will cost hundreds of thousands of dollars from the standpoint of selecting a competent and highly qualified individual.

The search firm will go out and identify candidates, then introduce the job to those candidates. The City Manager noted that often times, the best candidates are people who are not looking for a change. It is the job of the recruiter to be aware of the caliber of the individuals in the field and acquaint them with the position and demonstrate why they should consider it. Acting Library Director Doug Moon shared his recent experience in being contacted by two search firms that made initial contact by sending out a very professional brochure, followed by a telephone call several days later.

Staff commented on the recruitment activity for Library Director that was undertaken approximately twenty years ago and the involvement of staff and the Library Commission during that process. It was also recognized that the Department Heads that have served and are current serving under the present administration have been long term employees, with leave taking due mainly to retirement. The City Manager acknowledged that the City of Hayward is a good organization in which to work and offered positive reflections on the Hayward community.

The City Manager commented on conducting an interview process that involves two different panels. Each panel would look at different issues and dimensions and would rank the candidate based upon the questions that were posed and their reaction to the interview. The panels would meet at the end of the day for the purpose of comparing notes. One panel could include Library Directors from other jurisdictions and one or two City Managers. In the past, the other panel has included department heads from the City of Hayward, and could include an employee group representative and a representative from the Library Commission.

The Library Commission thanked the City Manager for the information he provided and shared that they were interested in being represented in the process. The City Manager advised the Commission that there will be another opportunity for further discussion after a search firm is selected.

6. **Adjournment.** Library Commission Chair Bennett adjourned the meeting at 7:20 PM.